

**Amendments To Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-20 (cancelled).

21. (currently amended) A computer-implemented method for facilitating an auction of a travel service comprising:

receiving, at a travel reservations database, a user profile comprising rules;

storing, at said travel reservations database, a consumer itinerary comprising reserved travel arrangements with a first vendor, wherein said consumer itinerary is associated with said rules, wherein said travel reservations database comprises ~~a plurality of~~ consumer itineraries;

retrieving, from said travel reservations database, a subset of said ~~plurality of said~~ consumer itineraries, wherein said subset comprises a plurality of said consumer itineraries having similar associated said rules;

providing, via said travel reservations database, said subset to a vendor offering a travel service;

accepting, at said travel reservations database, a bid from said vendor to provide said travel service to ~~a consumer~~ consumers associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold of said rules of said subset;

verifying, at said travel reservations database, that said bid is in accordance with said rules;

confirming, at said travel reservations database, that said bid is an optimum bid; and,

modifying ~~said consumer itinerary~~ a second subset of said plurality of itineraries of said subset to include said travel arrangements with a second different vendor according to said bid, wherein said second subset does not include said second different vendor.

22. (previously presented) The method of claim 21, further comprising notifying, via said travel reservations database, said consumer of said optimum bid.

23. (previously presented) The method of claim 21, wherein said confirming step comprises determining when said bid provides optimum savings for said consumer.

24. (previously presented) The method of claim 21, wherein said verifying step comprises evaluating said bid based on a proposed price and a proposed provision of said travel service.
25. (previously presented) The method of claim 21, wherein said storing step comprises storing in said travel reservations database a deviation to said consumer defined purchase rules.
26. (previously presented) The method of claim 21, wherein said storing step comprises storing in said travel reservations database a restriction upon a deviation from at least one of said consumer rules and said organization rules.
27. (previously presented) The method of claim 21, wherein said travel service comprises at least one of an airline reservation, automobile rental reservation, and hotel reservation.
28. (previously presented) The method of claim 21, wherein said retrieving step comprises scanning said travel reservations database to determine rows of said consumer information with a similar at least one of said consumer rules and said organization rules, placing said rows of a similar at least one of said consumer rules and said organization rules into said subset, wherein said travel reservations database comprises a plurality of rows.
29. (previously presented) The method of claim 28, wherein an individual row of said rows is placed into a plurality of said subsets.
30. (previously presented) The method of claim 28, wherein said rows are similar when at least one of said consumer rules and said organization rules differ by less than a predetermined criteria.

Claim 31 (cancelled)

32. (currently amended) A machine-readable medium having stored thereon a plurality of instructions, said plurality of instructions when executed by a processor, cause said processor to perform a method comprising the steps of:
- receiving, at a travel reservations database, a user profile comprising rules;
  - storing, at said travel reservations database, a consumer itinerary comprising reserved travel arrangements with a first vendor, wherein said consumer itinerary is associated with said rules, wherein said travel reservations database comprises a plurality of consumer itineraries;

retrieving, from said travel reservations database, a subset of said ~~plurality of said~~ consumer itineraries, wherein said subset comprises a plurality of said consumer itineraries having similar associated said rules;

providing, via said travel reservations database, said subset to a vendor offering a travel service;

accepting, at said travel reservations database, a bid from said vendor to provide said travel service to ~~a consumer~~ consumers associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold of said rules of said subset;

verifying, at said travel reservations database, that said bid is in accordance with said rules;

confirming, at said travel reservations database, that said bid is an optimum bid; and,

modifying ~~said consumer itinerary~~ a second subset of said plurality of itineraries of said subset to include said travel arrangements with a second different vendor according to said bid, wherein said second subset does not include said second different vendor.

33. (previously presented) The method of claim 21, wherein said consumer rules include at least two of price, scheduling preferences, departure airport, destination airport, departure date, departure time, arrival data, arrival time, seating preferences, and special accommodations.

34. (currently amended) The method of claim 21, wherein said organization rules include restrictions relating to at least two of price, scheduling preferences, departure airport, destination airport, departure date, departure time, arrival data, arrival time, seating preferences, and special accommodations.

35. (currently amended) The method of claim 21, wherein said rules are defined by a consumer

36. (currently amended) The method of claim 21, wherein said user profile further comprises an organization profile comprising organization rules defined by an organization.

37. (currently amended) The method of claim 21, wherein reserved travel arrangements comprise at least one of contractually obligated and booked travel reservations.

38. (new) The method of claim 21, wherein said second different vendor more closely matches said rules.

39. (new) The method of claim 21, wherein said second subset of said plurality of itineraries of said subset is not modified when said second different vendor does not provide said optimum bid.